

IN THE CLAIMS

Claims 1-13 are presented below, with claims 1-13 pending. The claims are presented for reference; no claims are amended by this response.

1. (Previously Presented) A transmitting method comprising steps of:

multiplexing a signal of a picture including a selectable object with information relevant to the selectable object in the picture; and

transmitting the multiplexed picture signal;

wherein a visible symbol to which reference is made when selecting the selectable object is presented in the picture corresponding to the selectable object,

the relevant information indicates display content, a zooming start position, and a zooming end position, and

when the selectable object is selected by referring to the symbol, the display content is displayed on a screen by zooming in according to the zooming start position and the zooming end position.

2. (Previously Presented) The method as set forth in Claim 1, wherein the relevant information includes an identification information for unique identification of the selectable object.

3. (Previously Presented) The method as set forth in Claim 1, wherein the display content is character data describing the selectable object.

4. (Previously Presented) The method as set forth in Claim 1, wherein:

one or more channels carrying information relevant to the selectable object are used for the signal of the picture including the selectable object; and

the information channels are selected by entering, by select keys of an input means, a symbol of a channel number with which reference is made to the channels.

5. (Previously Presented) The method as set forth in Claim 1, wherein the relevant information includes an address indicating a start point of a picture data zooming by which within a picture, another picture is gradually zoomed in to display the display content.

6. (Previously Presented) The method as set forth in Claim 5, further comprising a step of:

interrupting the zoom of the another picture to simultaneously display both the picture and the another picture.

7. (Previously Presented) A receiver for receiving a picture signal of a picture multiplexed with information relevant to a selectable object included in the picture and presenting in the picture a visible symbol corresponding to the selectable object, the apparatus comprising:

means for displaying the picture of the received picture signal including at least one selectable object and displaying a visible symbol for each selectable object;

an input means for receiving a selection indicating a visible symbol corresponding to a selectable object; and

means for controlling the displaying means to display display content indicated by the relevant information corresponding to the selectable object indicated by the selection received by the input means,

wherein the relevant information for a selectable object indicates display content, a zooming start position, and a zooming end position, and

the controlling means controls the display means to display the display content on a screen by zooming in according to the zooming start position and the zooming end position.

8. (Previously Presented) A receiving method of receiving a picture signal of a picture multiplexed with information relevant to a selectable object in the picture and presenting in the picture a visible symbol corresponding to the selectable object, the method comprising steps of:

displaying the picture of the received picture signal including at least one selectable object;

displaying a visible symbol for each selectable object;

receiving a selection indicating a visible symbol corresponding to a selectable object; and

controlling displaying to display display content indicated by the relevant information corresponding to the selectable object indicated by the received selection,

wherein the relevant information indicates the display content, a zooming start position, and a zooming end position, and

the controlling displaying includes controlling displaying to display the display content on a screen by zooming in according to the zooming start position and the zooming end position.

9. (Previously Presented) The receiver as set forth in Claim 7, wherein the relevant information includes an address indicating the zooming start position.

10. (Previously Presented) The method as set forth in Claim 8, wherein the relevant information includes an address indicating the zooming start position.

11. (Previously Presented) The method as set forth in Claim 1, wherein the relevant information indicates a zoomed display size and the display content is displayed according to the zoomed display size.

12. (Previously Presented) The receiver as set forth in Claim 7, wherein the relevant information indicates a zoomed display size and the display content is displayed according to the zoomed display size.

13. (Previously Presented) The method as set forth in Claim 8, wherein the relevant information indicates a zoomed display size and the display content is displayed according to the zoomed display size.